

the digital age, Children Now encourages the Commission to continue seeking input and engaging in inquiry and deliberation as the digital age develops.

APPENDIX A

APPENDIX A

PAY OR PLAY: A PRIVATE CONTRACT MODEL

While Children Now believes that the time is not ripe for implementation of a final rule with respect to “pay or play,”¹ Children Now believes nonetheless that it is useful to share the fruits of our deliberations regarding potential “pay or play” models, as the thoughts articulated therein can provide a useful focal point for future Commission inquiries on “pay or play.”

In this respect, Children Now offers its tentative thoughts on potential “pay or play” models, based largely upon our extensive discussions with experts. These thoughts may be summarized as follows: (1) Any system reliant upon a government or other “middle-person” or agency to quantify appropriate payments, or to administer a fund for dispersal of payments and subsequent creation of core programming likely will be fraught with numerous administrative difficulties and potential loopholes and thus probably should not be implemented; however, (2) A system whereby each broadcaster retains full responsibility for their 3% obligation at all times, but may privately contract with another station in their market, whether public or commercial, to carry out all or part of that responsibility, may well have sufficient inherent protections as to justify allowing broadcasters to utilize the option.

In interviewing experts on the subject, Children Now determined that most of the benefits raised with respect to a “pay or play” system were not reliant upon the existence of any particular administrative framework, while the numerous problems raised with respect to such a system largely *were* based upon assumptions about the operative administrative framework; in particular, upon assumptions that an administrative

“middle-person” would be utilized to determine appropriate pricing and to ensure that the appropriate amount of programming actually gets aired in the appropriate markets.

Children Now thus outlines below both the positive comments made by experts about a “pay or play” system, the negative comments made by experts with respect to potential administrative problems, and finally outlines Children Now’s own thoughts regarding a simple private contract option which may well capture the benefits of a “pay or play” model while avoiding the risks of more cumbersome models. At the same time, Children Now reiterates that its analysis constitutes only a tentative model, and that more information regarding the reality of digital broadcasting markets should be gleaned as the digital era unfolds, before any “pay or play” model is implemented.

1. Encouraging Specialization in Children’s Programming: A Likely Net Advantage, But One Not Reliant Upon a Particular Administrative Framework

While both positive and negative comments were made by experts about the potential aggregating effect of a “pay or play” system, Children Now believes that such aggregation is, on the whole, likely to be beneficial. The positive comments made about potential aggregation, whereby one or more broadcasters might shift some or all of their core programming requirement to another station, thus potentially resulting in fewer, but more specialized venues for children’s programming, fall into three primary categories. First, and most fundamentally, some experts focused upon the fact that such aggregation would shift core programming away from those broadcasters who have little interest in it,

¹ See Section II(D) of attached *NPRM* comments.

making it instead the domain of those with a strong interest in it.² Presumably, this would result in higher quality core programming, whether due to the non-commercial motivations of a public broadcasting station,³ or the financial motivations of a commercial station believing that it can succeed through niche marketing of a children's educational channel to parents, children, and educators.⁴ A second, and closely related point made was that the translating of core programming requirements into dollar amounts to be dispersed to willing broadcasters could create opportunities for newer broadcasters strongly motivated to develop a niche in children's educational programming, but lacking the necessary capital, or, similarly, for more established broadcasters looking to develop a core programming specialization.⁵ It was also suggested that this dispersal of benefits to those most interested in creating children's programming could lead to increased opportunities for new and innovative program producers.⁶ Finally, some experts considered aggregation a strong advantage insofar as parents might more easily be able to locate "safe harbors" for core programming across the various digital channels than they would were programming dispersed across all

² Telephone interview with Dean Geoffrey Cowan, Annenberg School for Communication, University of Southern California (Nov. 13, 2000); Turow interview.

³ Cowan interview; Turow interview. Indeed, Peggy Charren proposed a far more radical model whereby broadcasters would be released from all core programming obligations, but would have to dedicate a set percentage of gross revenues to public broadcasting every year. Ms. Charren emphasized her belief that core programming obligations have failed and will continue to fail because of lack of commercial broadcaster interest in airing quality core programs, and juxtaposed this belief with PBS' impressive programming record. Telephone interview with Peggy Charren, founder, Action for Children's Television (Nov. 17, 2000). While Children Now believes that it is too early to assume that core programming obligations cannot work, particularly in the digital context, Children Now encourages the Commission to keep Ms. Charren's proposal under consideration should future developments more clearly warrant its implementation. See attached *NPRM* comments at Section IV (encouraging Commission to revisit issues addressed throughout comments as digital television develops).

⁴ Dean Cowan noted, for example, that while the increased quantity inherent in digital technology could encourage stations to create specialized children's channels, the ability of a station to collect other broadcasters' core programming obligations through private contract could create far greater incentive to build and to put substantial effort behind such channels. Cowan interview.

⁵ Wartella interview.

⁶ Wartella interview; Cowan interview.

broadcasters' channels.⁷ These experts emphasized parents' lack of knowledge at present of the very nature of E/I programming, let alone of the various E/I programs dispersed across many channels.

As to potential downsides inherent in a "pay or play" system, one sentiment raised was a basic philosophical distaste for allowing broadcasters the ability to dispense of their core programming obligations simply by making a payment.⁸ Another downside raised concerned the notion of aggregation in itself, suggesting that the segregation of core programming on a few specialized channels would have a marginalizing effect.⁹

While Children Now agrees that the potential downsides merit serious thought, our tentative sense is that the inherent attributes of a "pay or play" system appear to be far more positive than negative for child viewers. While it is unclear that broadcasters would avail themselves of a "pay or play" option,¹⁰ any that do choose to take on another broadcaster's core programming obligation are likely to do so because they simply place more value upon, and take a greater interest in such programming, whether for financial, altruistic or creative reasons. While this is not a panacea, the shifting of core programming to those broadcasters with a stronger interest in such programming may

⁷ Jordan interview (noting that parents currently have very little awareness of core shows, but rather think in terms of "safe harbor" networks to which to direct children); Cowan interview. Cf. Calvert interview (noting, in the context of discussing children's programming generally, that Nickelodeon has managed to create a successful niche for itself as a "safe haven" to which parents like to direct children and to which children like to turn).

⁸ Roberts interview.

⁹ Heintz-Knowles interview.

¹⁰ Indeed, the primary reservation of two experts about such a system is their belief that broadcasters are unlikely to see the financial incentive either in paying another broadcaster to handle their core programming obligation, or in taking on another broadcaster's obligation. Calvert interview; second telephone interview with Dr. Dale Kunkel (Nov. 16, 2000). Children Now suggests, however, that there may be little, if any harm in offering broadcasters the option, so long as its administration is not problematic and so long as it in no way *releases* broadcasters from their regulatory obligations, but only provides another avenue for meeting them.

well create an environment more conducive to the creation of popular and high quality core programming.

As to the potential segregation or marginalization of core programming, Children Now notes first the point made by some experts that channel segregation may soon come to have little if any meaning, if digital television develops, as some expect, in the direction of general programming databases as opposed to that of channel-based program selection. Specifically, these experts suggest that technology is likely to develop in such a manner that ultimately, viewers will not turn to specific channels to see what is being aired at any given time, but rather will select from a general database of programs, with current distinctions as to channel or even program time made largely irrelevant.¹¹ Nonetheless, assuming that this is not the case, Children Now tentatively deems more persuasive the notion that any channel segregation which might occur is a positive rather than a negative development. This is based upon the belief that there likely will be far greater benefit in children and parents knowing of a few, easily identifiable “safe harbors” where core programming can be found on a fairly regular basis,¹² than there is in the possibility that children will accidentally happen upon and be drawn into core programming while “channel surfing” on a more diverse station,¹³ or than there is a danger that children will ignore such “safe harbor” channels entirely.

¹¹ Kleeman interview; Calvert interview (referring to possibility of programming “on demand”); Wartella interview.

¹² This is particularly so if those “safe harbor” channels become associated with high quality core programming, in much the same way that young children who enjoy “Sesame Street” might look regularly to their local PBS station for similar programming. See *infra* note 7 (citing Dr. Calvert’s reference to Nickelodeon as successful “safe haven” that parents and children associate with quality programming).

¹³ Indeed, Dean Cowan, when asked about the possibility that children might happen upon core programming while viewing more diverse stations, raised the counterpoint that such discovery might not be terribly constructive if it occurs “in the midst of watching car chases” or similar fare. Cowan interview.

Children Now tentatively posits, in short, that the potential benefits of a “pay or play” scheme appear to be significant. Specifically, a “pay or play” model may provide an opportunity for interested broadcasters to expand and enhance their core programming menu, and to create specialized or semi-specialized core programming channels offering higher quality children’s educational programs than currently exist. The remaining question, however, is whether it is possible to come up with a system for administering “pay or play” so as to realize these benefits, and so that “pay or play” does not merely become a loophole through which broadcasters can avoid core programming obligations without offering equivalent benefits to children in return. We now turn to this question.

2. Administrative Difficulties of a Centralized System

The most significant objections raised by experts with respect to a “pay or play” system concerned its potential administration. In particular, numerous concerns were raised with respect to a system with centralized features, whereby an administrative determination would be made as to the appropriate “price tag” for a half hour of core programming, and whereby money would be paid out to a fund, with some administrative body then responsible for translating the money into the appropriate amount of programming in the appropriate market. One of the most significant concerns raised about such a system was that it would be too difficult adequately to quantify the appropriate amount of money to be paid for core programming, and that such programming could easily get shortchanged were such quantification to be determined through a political or other centralized process.¹⁴ Another equally significant concern involved the “play” portion of such a model; namely, the danger that there would be more

“payers” than “players”, and that a given market simply would not have the capacity to produce all of the programming for which broadcasters paid money.¹⁵

Children Now believes that these concerns point to flaws likely inherent in any “pay or play” system reliant upon such centralized features as price determinant mechanisms, “player” selection, or dispersal of “payer” money to players. Indeed, such a system seems highly vulnerable to becoming a veritable “black hole” into which money is paid without equivalent “play” benefits accruing, either because of inadequate quantification of necessary programming funds, lack of “player” availability, or general administrative shortcomings. Thus, Children Now has serious reservations with respect to any system with these centralized features. Children Now believes, however, that such features likely are not inherent in the notion of “pay or play” itself, and that a far simpler model may well be possible which captures the benefits of “pay or play” without suffering the administrative shortcomings detailed here. We turn next to a discussion of this model.

3. Toward a Model of “Pay or Play” by Private Contract¹⁶

¹⁴ Kleeman interview (noting difficulties in quantifying program costs).

¹⁵ First Kunkel interview; Heintz-Knowles interview; Jaffe interview (noting that, while “intrigued” by the idea of “pay or play,” she would want to “be real clear as to the repository, the mechanism by which this money would go.”).

¹⁶ The private “pay or play” contract idea was inspired primarily by an interview with Dean Cowan. As indicated earlier in the “pay or play” discussion, Dean Cowan expressed great enthusiasm for a “pay or play” system’s potential to encourage high quality core programming by those broadcasters most interested in pursuing such programming. Ultimately, Dean Cowan inspired the private contract model by suggesting in response to our raising of the potential administrative problems detailed above that broadcasters be allowed simply to arrange for their own private core obligation exchanges, thus presumably building in a guarantee that no “pay” would occur unless there were an able and willing broadcaster in the same market who would agree to “play”. See Cowan interview. Furthermore, Professor Berry significantly supplemented the idea by emphasizing the extent to which any such model should make clear that the original, “paying” broadcaster retains their 3% obligation, thus giving the paying broadcaster an incentive to ensure that the “playing” broadcaster follows through. See Berry interview.

Children Now offers as a focal point for future inquiry a simple model of “pay or play” which bypasses the administrative “middle person” present in the models discussed in the preceding subsection. Under this simple model, each broadcaster would retain responsibility for their 3% core programming obligation. However, the Commission simply would allow broadcasters to contract privately with other broadcasters in their market to program and air core programming in their place. This could be done with respect to any amount of a broadcaster’s 3% obligation. Children Now suggests that sufficient market and regulatory protections may well be built into this model. Sufficient market protections may exist insofar as it would be up to the broadcasters to agree upon an acceptable price to take on the core programming burden. Presumably, it would not be rational for any broadcaster to agree to air core programming for a price less than makes it worth their while, enabling this system to bypass the potential problems of having a centralized figure guess at an appropriate price for half an hour of core programming. And while it is possible that no broadcaster either would deem it worth their while to pay another to air their core programming, or to agree to air another broadcaster’s programs, there may be little risk in offering broadcasters the option.¹⁷ Indeed, if the option is not taken, then it suggests, presumably, that the market simply

¹⁷ See *supra* note 10. The Commission also notes that its “rules currently allow broadcasters, under certain conditions, to meet their CTA obligation by sponsoring core programs aired on another station in the same market.” *NPRM* at ¶ 20, & n.48 (citing 47 C.F.R. § 73.671 Note 2, which provides that broadcasters found not in compliance with the CTA may have an opportunity to demonstrate compliance “by relying in part on sponsorship of core educational / informational programs on other stations in the market . . .”). While Children Now agrees that the fact that broadcasters appear not to have availed themselves of this option *may* be a sign that a “pay or play” system will not be utilized by broadcasters, Children Now believes that this fact is far from conclusive. This is because there is a significant difference between a system whereby broadcasters are explicitly authorized by the Commission to contract for the airing by others of their programming obligations, versus a system where broadcasters may use support for other core programming after the fact to defend their apparent delinquency. While the latter provides little security, the former sets forth a formal, explicit option by which broadcasters know from the outset they may fulfill their programming obligations. Kleeman interview (noting that under current system, broadcasters are afraid to

does not support such a system, and that any attempt to fix an appropriate “target” price would likely have been in vain, or might have led public broadcasting systems or other stations to accept core programming obligations for too low a price, given that their only options would have been to accept the fixed price or to forego the “pay or play” system entirely. On the other hand, should broadcasters agree to this option, it suggests, presumably, that those evincing a unique desire to air core programming have obtained a price that they deem sufficient. Another possible market protection is that those evincing a desire to air *more* than their “share” of core programming likely will have an incentive, whether mission driven (in the case, for example, of PBS), or financial, either to air core programming of a higher pedagogical quality, or at least to make core programming of existing quality levels more popular.

Furthermore, so long as it is made abundantly clear that the “paying” broadcaster retains its full core programming responsibility, as Children Now emphasizes would be crucial,¹⁸ and that it simply is contracting with another broadcaster for fulfillment of the responsibility’s terms, rather than paying to *dispense* with its obligation, then full regulatory protections presumably would remain in effect as well. Indeed, while Children Now believes that it would be most important for the “paying” broadcaster to retain responsibility if a choice had to be made as to where to place responsibility,¹⁹

fall short on core programming requirement and then invoke “pay or play” as a defense, as “no station wants to take the time or spend the money on lawyers . . .”).

¹⁸ Indeed, Children Now can anticipate no scenario under which it would support a “pay or play” system which would allow broadcasters simply to dispense with their obligations once the appropriate amount of money is paid, as opposed to requiring “payers” to retain ultimate responsibility for the actual fulfillment of their “play” obligations, regardless of who carries those obligations out.

¹⁹ The reason that it likely would be most important that the paying broadcaster retain responsibility is that the playing broadcaster presumably would have a market incentive to fulfill the payer’s core programming obligation, both for reasons of satisfying its audience, and also to ensure that the payer will continue to give the player business through core programming contracts in the future. The payer, on the other hand, likely

Children Now would support holding both “paying” and “playing” broadcasters responsible were core programming obligations not fulfilled. In practice, this likely would not be very burdensome. Rather, it likely would play out in practice as follows: Payer contracts with player to fulfill payer’s core programming obligations. Player works with producers to create core programming schedule, and creates necessary processing paperwork, explaining to the Commission the nature of the core programming created, and why it qualifies as core programming.²⁰ Player then provides payer with a copy of this paperwork, payer reviews paperwork and conducts any other necessary oversight to ensure that its programming obligations will be fulfilled, and both payer and player then file the necessary papers with the Commission.

Further logistics as to how to translate the payer’s programming obligations into shows programmed by the player likely could be managed just as easily. The payer’s 3% programming obligation still could be calculated based upon the payer’s overall programming hours, and any or all of that amount simply could be contracted out for fulfillment by the player. Similarly, the payer’s proportional interactivity obligation still could be calculated based upon the amount of interactivity in the payer’s own overall programming. The amount of interactive programming thus necessitated presumably would be factored into any price negotiations between payer and player. Furthermore, the payer could retain the flexibility to determine how much, if any, of its core programming obligation to fulfill through “pay or play” contract, including whether to contract out only its interactive programming obligations, only its non-interactive programming obligations, or some combination thereof.

would have virtually no incentive to ensure fulfillment of its core programming obligations after paying the player, unless it retained its full regulatory responsibility.

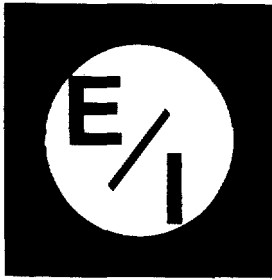
Children Now thus believes that the “pay or play” scheme described herein is worthy of serious consideration, both as a potential option for greater flexibility for those broadcasters not interested in airing core programming, and as a potential breakthrough opportunity for those broadcasters strongly interested in creating a core programming niche.²¹

²⁰ See 47 C.F.R. §§ 671(c)(5), 73.3526(e)(11)(iii).

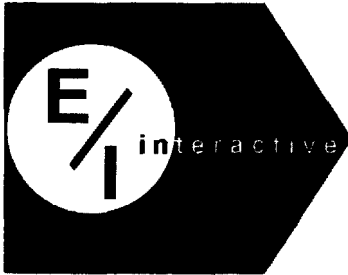
²¹ Indeed, partnerships between payers and players may be deemed analogous to partnerships currently in existence between broadcasters and advertisers to create “family friendly programming.” See “In the Family Way”, *Broadcasting & Cable*, November 20, 2000, at 14. In the latter partnerships, advertisers provide seed money to broadcasters to develop family friendly programming. WB’s current program, *Gilmore Girls*, originated through the use of such seed money. *Id.* Analogously, payments from paying broadcasters to “playing” broadcasters in the “pay or play” context could enable the “playing” broadcasters to create child-friendly, educational programming, thus enabling the “payer” to fulfill its core programming obligations while at the same time enabling the “player” to develop a successful programming niche.

APPENDIX B

APPENDIX B



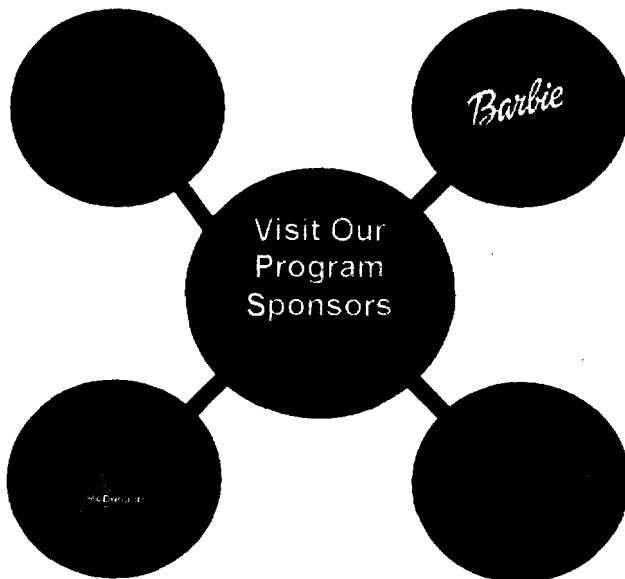
Sample E/I Programming Logo



Sample Logo for Interactive E/I Programming



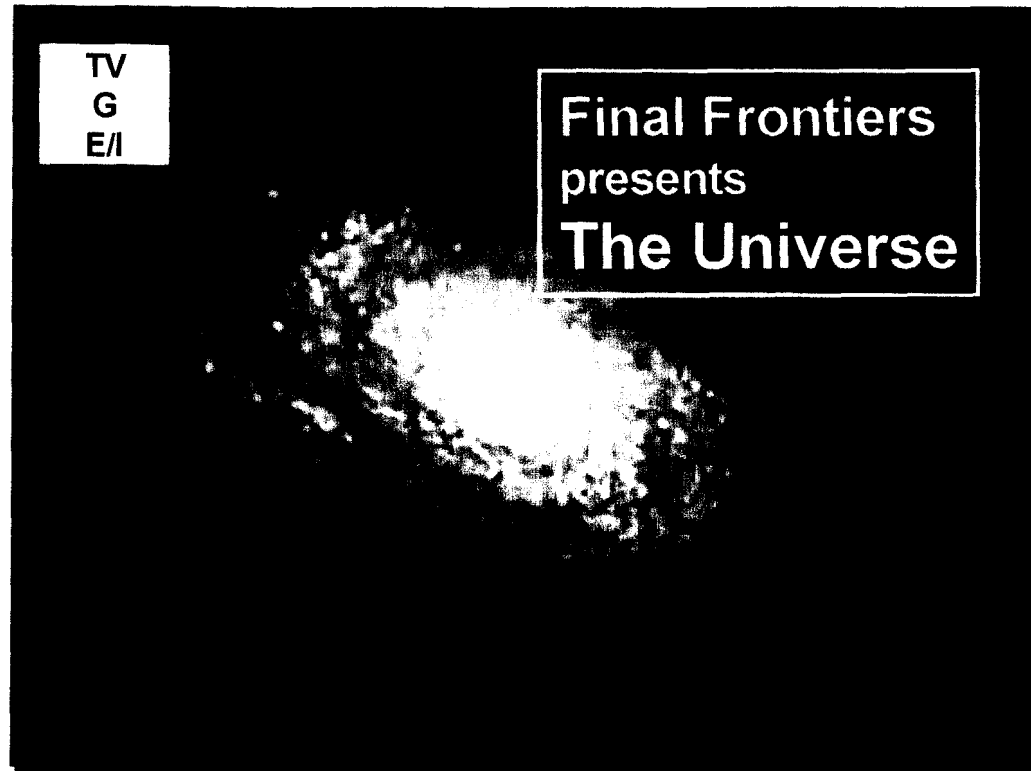
Sample Logo for non-E/I Programs which feature interactive educational components.



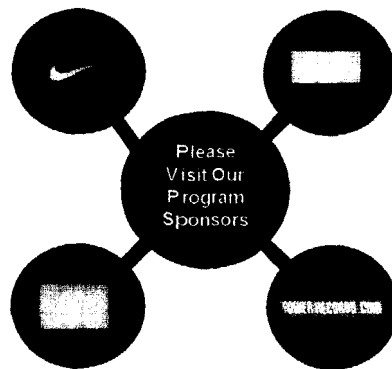
Sample of clickable "door" to advertising component of interactive program site.

APPENDIX C

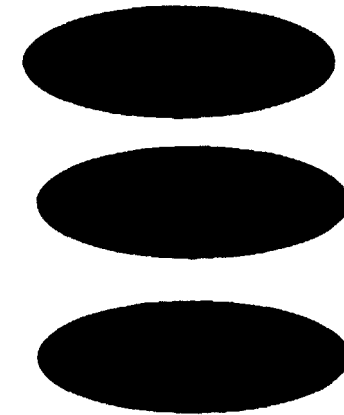
Sample of "First Page" in interactive programming site with sample "Door" to site's advertising component in bottom left-hand corner.



- Program Guide
- Astronomy Chat
- Daily Demo
- SkyCam
- Find a Science Museum in Your Area



Upcoming Episodes !



APPENDIX D

APPENDIX D

CHILDREN NOW FOCUS GROUP SUMMARY:

ENGAGING YOUTH IN THE DISCOURSE OF PUBLIC INTEREST BROADCASTING OBLIGATIONS FOR THE DIGITAL ERA

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INTRODUCTION

"Television is among the most powerful influences in our children's lives. That influence can be overwhelmingly positive because the medium has incredible potential to educate and enlighten our children. Or, television programs may raise concerns about children's exposure to excessive advertisements or inappropriate content. Broadcasters have an obligation to serve the public interest including the specific needs of children. Since the passage of the Children's Television Act, broadcasters, parents, child advocates, and government have worked together to provide parents with educational programming choices for their children and to protect children from excessive advertising."

William E. Kennard, FCC Chairman

Children Now is committed to ensuring that youth voices are represented in the public discourse concerning children's educational television. In November 2000 we held a series of three informal focus groups with San Francisco Bay Area youth. Our goal was to garner insights and feedback from youth regarding the converging digital media and to inform our overall recommendations to the FCC in response to specific questions raised by the Notice of Proposed Rule Making regarding children's E/I core programming and advertising commercial matter.

Central to our focus groups were three principal "scenarios" which provided youth with a rudimentary model of how an interactive programming environment might manifest itself. These scenarios, depicting varying levels of interactive educational, promotional, and commercial links, elicited a range of responses from the youth and proved quite useful in formulating our final recommendations regarding interactivity and commercial content limits in children's programming.

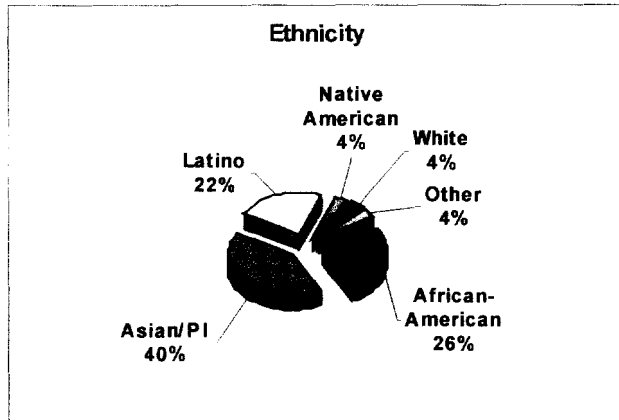
METHODOLOGY

The focus groups, three in all, were led by Children Now staff. The numbers of youth in each group was intentionally small in order to maximize opportunities for feedback, questions and discussion. Each of the three group sessions took approximately 1.5 hours to conduct and was divided into four essential parts:

- Overview - FCC regulation and policy regarding the Children's Television Act
- Survey - Designed to have youth reflect on their current use of the Internet and television
- Presentation of Three Exploratory Scenarios - Depicting possible interactive educational and commercial content.
- Questionnaire - Based on three exploratory scenarios

Selection Criteria for the Groups

The groups of youth were selected in order to frame our comments and recommendations in the context of youth who:



- often are not specifically captured in surveys regarding new technology enhancements;
- generally are thought to be in the greatest danger of falling on the lesser side of the digital divide; and
- stand to benefit greatly from DTV technological enhancements with regard to quality of life issues, particularly when these enhancements occur in the arena of educational programming.

Focus Group Characteristics

Group 1 - Ages 7 – 11

Group 1 consisted of eight youth participating in an after-school enrichment program in East Palo Alto, CA. The community access center provides these youth with supervised computer training, Internet access and recreational/social activities. These participants, by definition, represent a principal audience for children's E/I programming.

Group 2 - Ages 12 – 15

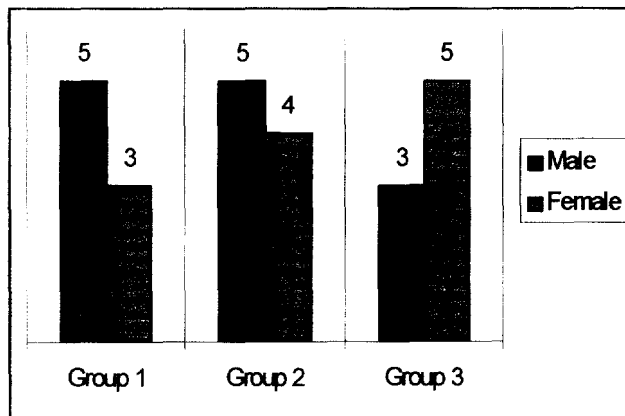
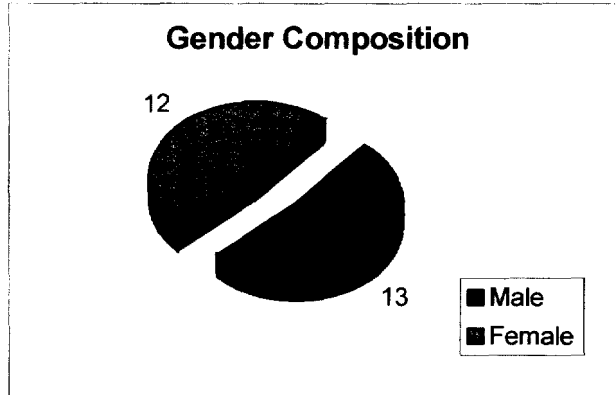
Group 2 consisted of nine youth participating in a community service program in the Mission District in San Francisco, CA. Participants in this program receive computer access, introductory media production training and community service project development skills. Youth in this group, by definition, are a principal audience for Core programming.

Group 3 - Ages 15 – 18

Though Group 3 consisted of eight youth that were, on average, beyond the age range of E/I core programming, we sought their input as a result of their special role at a San Francisco technology museum where they serve as docents. These youth introduce younger participants to computer technology and media production techniques. Children Now group facilitators encouraged these young educators to think about the issues presented in terms of their students. In addition, Group

3 youth were able to reflect on the issues based of their television use, educational experience and academic achievements.

- Members of all three groups, (a total of 25) could be characterized as youth of color, from working class backgrounds and urban environments with experience in accessing Internet and television programming on a regular basis.
- Overall, there was a nearly equal participation of boys and girls.



EXECUTIVE SUMMARY

Children Now's initial comments to the Federal Communications Commission in response to a Notice of Inquiry regarding the public interest obligations of television broadcast licensees in the digital era placed a particular emphasis on recommendations related to educational/informational (E/I) children's programming. In early October, the FCC issued a Notice of Proposed Rule Making and requested further comment on obligations regarding specific programming for children.

In an effort to obtain the highest level of relevant commentary in which to respond to questions brought forth in the NPRM, Children Now not only conducted interviews with leading academics and advocates, but also conducted informal focus groups with youth. Children Now is committed to having youth voices represented in this public discourse and the focus groups were specifically designed to elicit feedback in the areas identified by the FCC for further comment.

In regards to enhanced educational programming through the capability of DTV technology:

- The majority of all youth found the idea of having interactive educational links designed to enhance E/I programming "useful"(desirable) and indicated that E/I program viewing would increase if there were educational links available.
- With the addition of interactive commercial links to an E/I program, the younger participants unanimously said that they would click through to "commercial sites more often than to the educational sites" offered. The tendency to click through to commercial sites dramatically decreased with the oldest of our participants.
- In reflecting on their experience, the majority of older participants felt that they had benefited from viewing educational programming in their younger years.

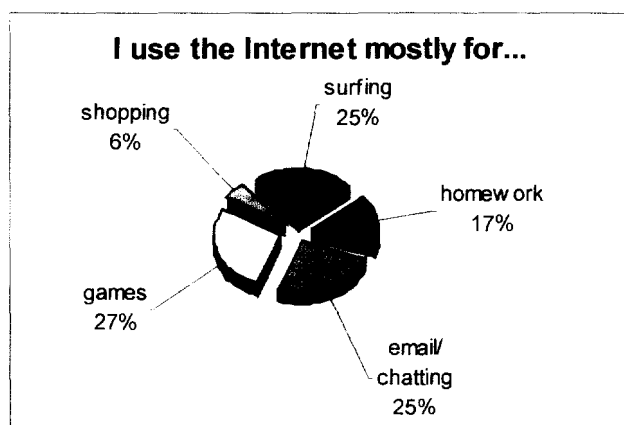
In reviewing feedback from our survey and scenarios, what has become most evident is that:

- Given the enhancements offered by DTV technology, the enthusiasm for interactivity held by youth and their recognition of educational programming as being valuable, there is a great potential, and perhaps need, for the creation of interactive material designed to enhance the educational objectives of E/I programming.
- There is a distinct need for limitations on interactive commercial content in order to ensure that youth will take full advantage of any interactive educational links offered. While this need is especially apparent with younger participants, it should be noted that older participants tend to indicate that the availability of commercial links would be a value-added attraction to E/I core programming.
- Based on their television viewing and Internet access habits, interactive DTV technology availability in the home should result in a significant step towards closing the digital divide for many of these youth. Access not only in school but in the home as well, when coupled with the enriched and extended learning environments offered through interactive E/I programming, have immeasurable implications for improvement in the social, economic and civic life of these youth.

KEY SURVEY FINDINGS

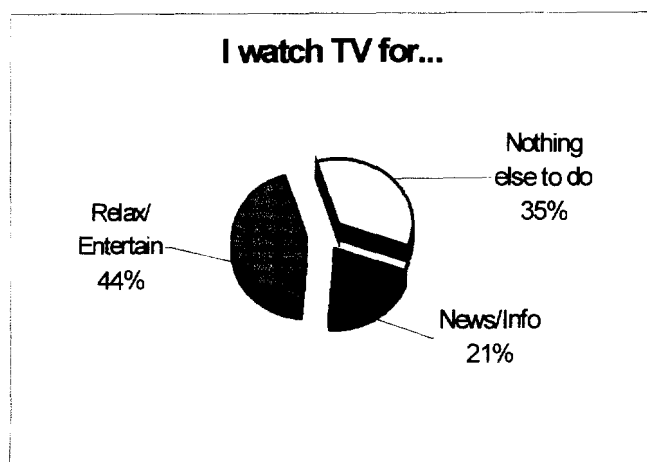
Our survey findings on TV and Internet usage found that while many participants watch educational programs and feel that educational programming is useful and beneficial, few receive viewing assignments from their teachers. As stated above, the anticipated enhancements offered by DTV, general youth enthusiasm for interactivity, and youth's awareness that educational programming has implicit value, make apparent the great potential and perhaps need, for the creation of engaging interactive material designed to enhance overall educational objectives.

Internet Access



- Most participants in the focus groups indicated that they access the Internet a minimum of once a week, with 24% citing daily access.
- The majority of participants indicated that they access the Internet from school. A majority of older participants in Group 3 indicated access from home as well.
- 56% of all participants indicated that they “sometimes” receive assignments from teachers requiring the Internet.
- Of choices listed, the group majority indicated that the use of Internet for email, surfing, and games outweighed its use for homework. Older participants favored email; younger participants, gaming.
- The majority of participants agreed that parents should be able to monitor and block certain kinds of content sites and information.

Television Use



- The majority of all participants reported that they watch TV everyday and for “relaxing/entertainment” purposes. However, younger participants tended to indicate that they watched because there was “nothing else to do”.
- The majority of all participants indicated that they felt there were too many commercial advertisements on TV and viewed them as distractions. The older groups in particular indicated this view.
- Younger participants tended to indicate that commercial ads were useful and entertaining.
- Half of all participants said that they were more likely to watch an E/I program if a promotion for the show were aired during regular television programming.